



USDA Weekly Retail Turkey Feature Activity

Fri. Jan 26, 2007

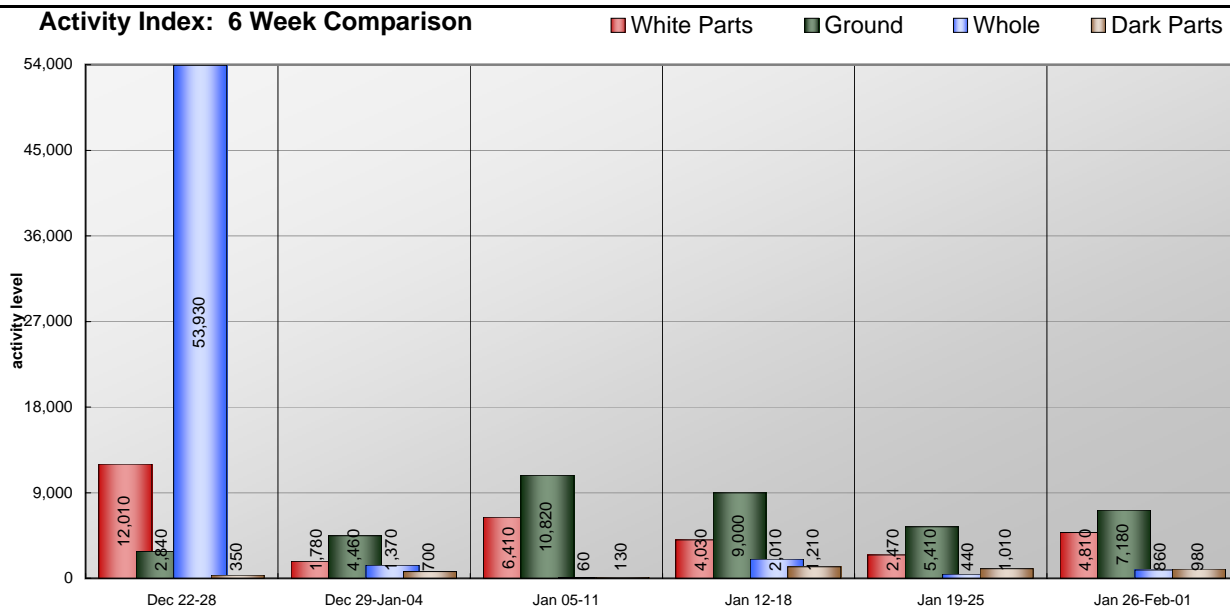
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/26 thru 02/01.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	48.6% of 17,000 outlets		38.6% of 17,000 outlets		47.8% of 16,700 outlets	
Special Rate 4/	1.3%		7.3%		8.3%	
Activity Index 2/	14,440		10,520		14,850	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	120	0.79			50	0.99
" - Toms						
Frozen - Hens	370	0.69	220	0.70	620	0.76
" - Toms	370	0.69	220	0.70	690	0.77
PARTS:						
Breast:						
Bone-in, whole						
Fresh	800	1.88	580	1.90	730	1.22
Frozen	380	1.54	330	1.50	660	1.65
Hotel Style						
Fresh	330	0.99	60	0.99	400	1.46
Frozen						
Split, bone-in						
Fresh	50	2.47			20	1.99
Rotisserie	2,140	7.98	200	6.22	390	7.91
Boneless, whole						
Cutlets	420	4.49	770	4.43	90	3.52
Cutlets, thin sliced	110	4.69	110	4.99	710	4.04
Strips	240	4.31	40	3.99	200	4.70
Tenders	340	3.81	380	4.49	1,140	3.22
Marinated Tenders	320	4.00	1,080	3.83		
Drumsticks						
Thighs	310	1.10	490	1.12	320	1.09
Wings	340	1.29			230	1.02
Necks	320	1.10	480	1.12	310	1.08
			40	1.29		
Smoked Drumsticks	10	1.46			210	1.60
Smoked Wings					160	1.59
Smoked Necks						
GROUND TURKEY:						
Patties	7,180	2.51	5,410	2.65	7,920	2.60
	770	2.73	110	2.49	1,960	2.57
Sausage	1,210	2.34	1,870	2.39	1,920	2.63
85% lean	1,250	1.74	470	1.59	960	1.51
93% lean	2,460	2.06	1,850	2.36	2,090	2.47
Breast	1,490	3.95	1,110	4.02	990	3.92
Rolls (frsh/frz 1 lb.)	290	1.02	110	1.11	--	--

Note: rolls not included in ground fresh ground turkey total and weighted average.

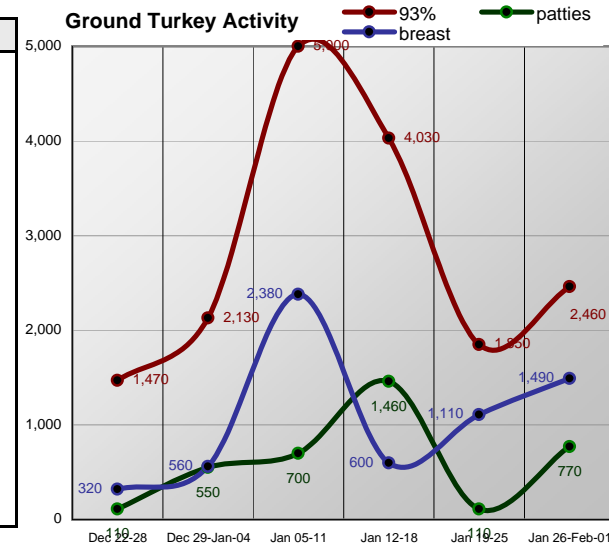
Activity Index: 6 Week Comparison



Turkey Featuring - 01/26 thru 02/01

The national activity rate is up substantially from last week with nearly half of all sampled stores featuring turkey. Whole bird offers are up slightly from last week on volume and price but down from last year. Bone-in whole breast promotions are slightly more common than last week at about steady feature price levels. Promotions of rotisserie breasts are considerably more common this week and at higher feature prices than last week. Boneless breast cuts are less featured this week, especially marinated tenders which are being featured at a sharply lower rate than last week. Retail activity is steady on dark meat parts with little change in value. Ground turkey regains some of the attention it lost last week but at a lower average feature price.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE**: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/: **STORES/AVG**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	47.2% of 7,900 sampled outlets 0.5% of stores w/ no-price promotions Activity Index = 6,990			46.8% of 5,200 sampled outlets 3.7% of stores w/ no-price promotions Activity Index = 3,610			53.6% of 3,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,550		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	0.79	120	0.79						
" - Toms									
Frozen - Hens	0.77 - 0.99	60	0.80	0.67 - 0.78	310	0.67			
" - Toms	0.77 - 0.99	60	0.80	0.67 - 0.78	310	0.67			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.49 - 2.39	380	1.73	1.99		1.99	1.99 - 2.99	420	2.01
Frozen	1.29 - 1.49	80	1.46	1.29 - 1.69	300	1.56			
Hotel Style									
Fresh	0.88 - 0.99	330	0.99						
Frozen									
Split, bone-in									
Fresh	1.99	20	1.99	2.79	30	2.79			
Rotisserie	4.49 - 8.99	680	8.09	5.99 - 8.99	540	7.83	7.99	920	7.99
Boneless, whole									
Cutlets	3.29 - 4.69	320	4.47	4.54	100	4.54			
Cutlets, thin sliced	4.69	110	4.69						
Strips				3.99	100	3.99	4.54	140	4.54
Tenders	3.69	200	3.69				3.99	140	3.99
Marinated Tenders	3.19 - 4.26	320	4.00						
Drumsticks	0.99 - 1.25	250	1.04	1.29 - 1.37	60	1.34			
Thighs	1.25	50	1.25	1.37	40	1.37	1.29	250	1.29
Wings	0.99 - 1.25	250	1.04	1.29 - 1.37	60	1.34	0.99	10	0.99
Necks									
Smoked Drumsticks				1.28 - 1.60	10	1.46			
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.39 - 3.99	360	3.15	1.67 - 3.00	280	2.70	1.67	130	1.67
Sausage	1.99 - 2.69	770	2.31	2.05 - 2.99	440	2.39			
85% lean	1.38 - 1.79	430	1.75	0.99 - 1.79	370	1.61	1.49 - 1.99	450	1.84
93% lean	1.59 - 3.49	1,700	1.98	1.33 - 3.49	440	2.43	1.33 - 2.79	320	1.96
Breast (99-100% lean)	3.29 - 3.99	500	3.85	3.99	220	3.99	3.99 - 4.59	770	4.00
Rolls (frsh/frz 1 lb.)				1.00 - 1.33	290	1.02			